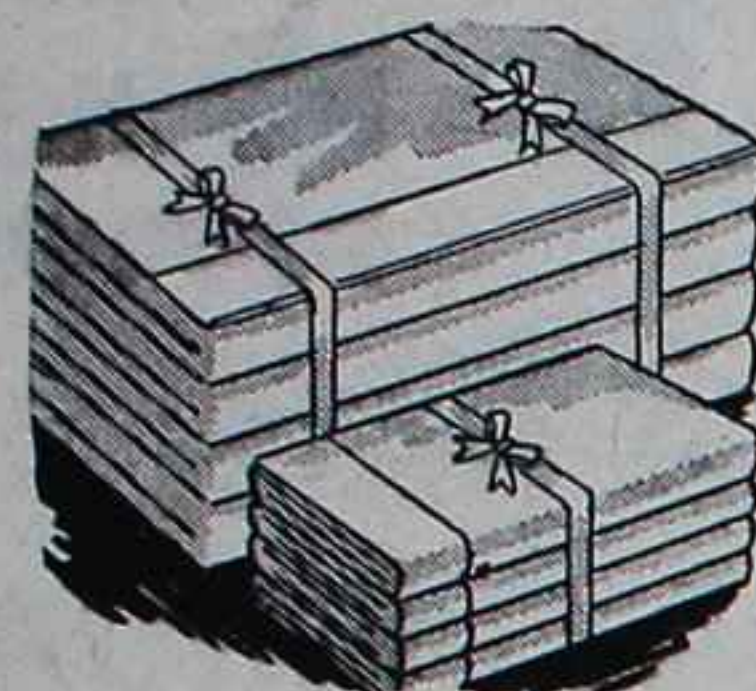


At Portsmouth's Leading Department Store

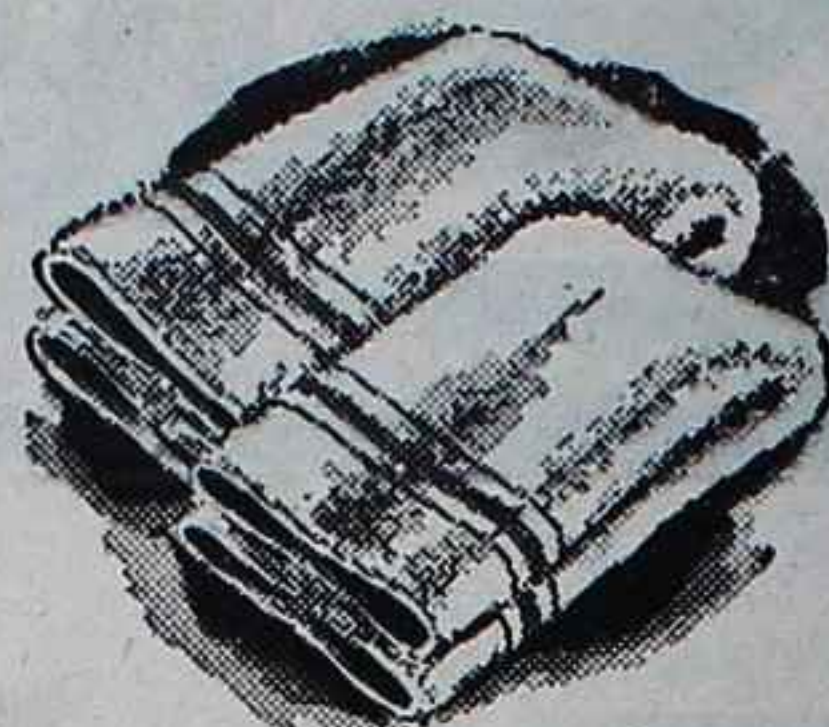


UTICA SHEETS

SIZE 54 x 99

Regular \$2.69

Sale Price \$1.95



MARTEX TOWELS

(IRREGULARS)

Rose — Yellow — Blue — Pink

\$1.00

SUNSHINE PILLOW CASES

80 - 80, 42 x 36 Size before hemming

- Consumer Guaranteed
- Bleached White
- Rigidly Inspected
- Balanced Weave
- 160 Thread Count

\$.49 ea.

SHEER DRESSES

BEMBERGS AND NYLON

MISSES AND 1/2 SIZES

Regularly \$8.95

Now only \$6.95

Luxite Nylon Gowns

\$14.95 Regular

Now \$8.95

SUMMER HAND BAG SALE

All Leather Pouch Bags

White or White with Brown or Navy Trim

BOX BAGS, WHITE OR BEIGE

\$5.95 to \$7.95 Values

Now \$3.95 to \$4.95

WHITE JEWELRY SPECIAL 2 for \$1.00



GARLAND'S

COTTON JERSEYS

Regular \$2.95

Now \$1.69

GEORGE B. FRENCH CO.

37 MARKET STREET

PORTSMOUTH

The Beachcomber

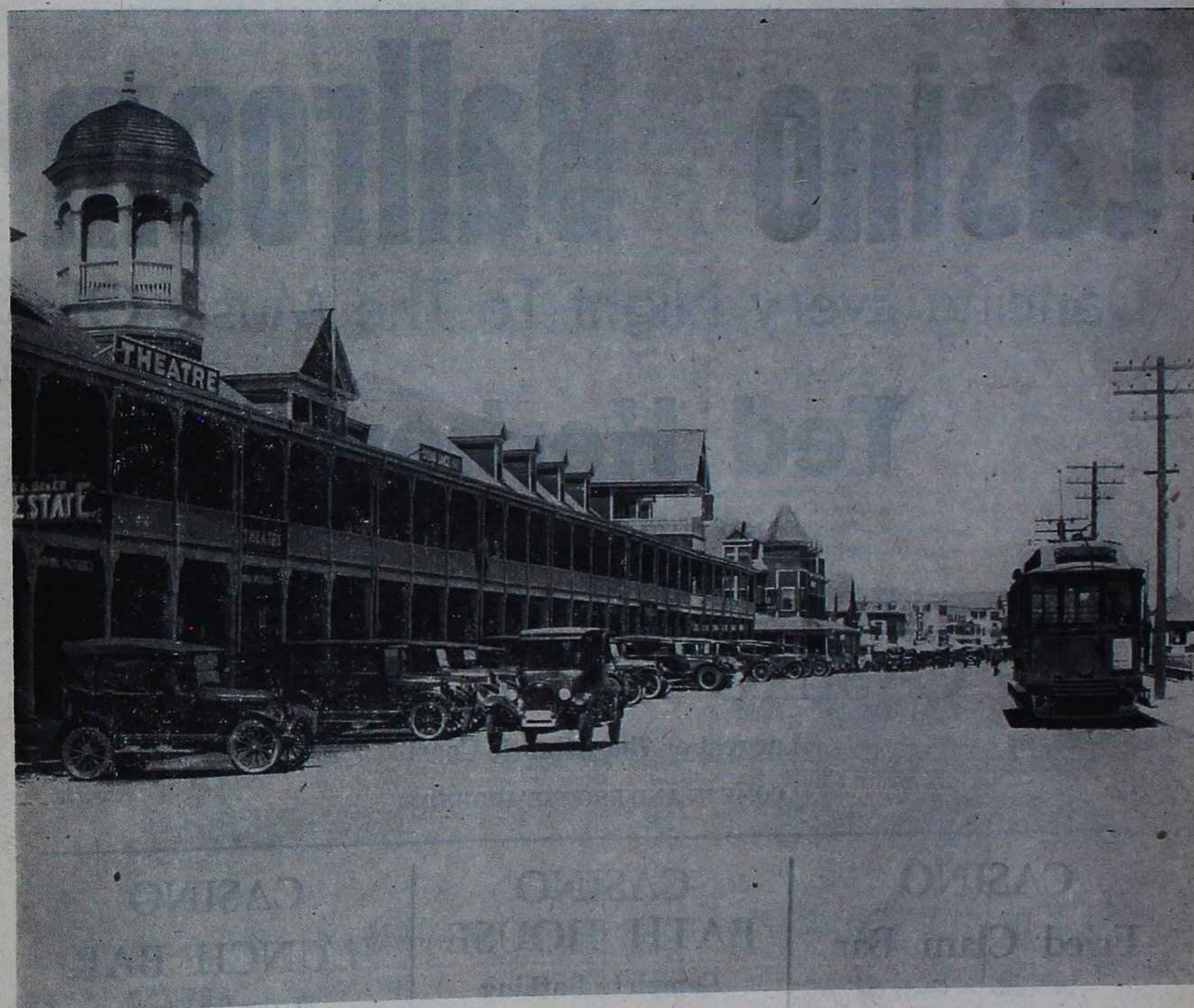


VOL. XXVI., NO. 5

Incorporating The Hampton Beach Advocate

WEDNESDAY, JULY 22, 1953

FREE DISTRIBUTION



Vacationists Protected By Health Dept.

DINE AT THE CASINO

Coffee Shop and Restaurant

The Finest Food That Can Be Served At Reasonable Prices

OPEN 8:30 A. M. to 12:30 A. M.

HAMPTON BEACH CASINO

Casino Ballroom

Dancing Every Night To The Music OF

Ted Herbert

AND HIS ORCHESTRA

CASINO GIFT SHOP

Largest on the Atlantic Coast

COME IN AND BROWSE AROUND

CASINO Fried Clam Bar

Delicious — Tasty

FRIED CLAMS

FRENCH FRIES

TO TAKE OUT

Fried to Your Order

CASINO BATH HOUSE

Complete Bathing

Facilities

BATHING SUITS

TOWELS

LOCKERS

TILE SHOWERS

CASINO LUNCH BAR

Serving the Famous

Casino Frankfurt

Grilled in Fresh Creamery Butter

Sandwiches

COFFEE — MILK — SODA

The BEACHCOMBER

VOL. XXVI., NO. 5

WEDNESDAY, JULY 22, 1953

FREE DISTRIBUTION

Clean Bill Of Health Given Beach By Inspectors

Beach Amateur Show Winners

One of the winners in this week's Amateur Show at the Beach bandstand was among the winning finalists in last year's final competition.

Roger Olson, 34, of Grafton, Mass., one of the winners in last year's Amateur shows, took second prize this week for a comedy-singing act. First prize in the senior division went to Jackie and Tootsie LeClaire, 16 and 11, of Lowell, Mass., singing with guitar accompaniment.

First prize in the junior division went to Jeanne Brodeur of Southbridge, Mass., who did a tap dance routine while skipping rope.

Second prize was taken by Thomas O'Brien, 15 of Medford, Mass., who did an organ solo. Young Tom is also the organist at Our Lady of the Miraculous Medal church in Hampton. Jackie Sullivan, 6, of Lowell, Mass., won the third prize with his singing.

JIMMIE EASTMAN BACK HOME AGAIN

Jimmie Eastman, well-known to Beach old-timers and former owner of the Ferncroft Bowling Alleys on A street, has returned home after a four-weeks' stay in the Nashua Memorial hospital.

Install Register System At Beach Parking Lots

A modern, up-to-date registering system was installed Tuesday morning in both town owned parking lots at Hampton Beach along with a sweeping revision of existing rates.

Although there will be no change in the daily parking charge of 25 cents, the Board of Selectmen has eliminated all weekly, monthly and seasonal rates which were found to be in existence, and will also enforce the "no free parking" privileges of residents of the town which were revoked by vote of the annual Town Meeting last March.

The heart of this latest type of registering device for parking areas is a National Cash Register which ejects a numbered and dated ticket each time the attendant pushes a button and records the daily and seasonal total on separate slips.

The Selectmen have purchased two of these machines at a cost of \$610 each and installed them Tuesday morning at both parking lots — on Ocean boulevard and Marsh avenue.

Mr. Henry Bodwell, High street, Hampton, has been retained by the town to supervise both parking

PARKING (Continued on Page 14)

The Department of Health of the State of New Hampshire is conscious of an obligation to protect the health of not only its own residents, but also the millions of visitors who vacation within its borders each year.

The Hampton Beach Chamber of Commerce has arrived at this conclusion after observing the thorough manner in which the department inspectors covered their assignment during their recent tour at this resort.

To get a more complete picture in connection with this service, the secretary of the Chamber interviewed local hotel and restaurant operators as well as the inspector assigned to this area. After visiting several establishments along the boulevard that serve food, sufficient evidence was submitted to indicate that all places in this important service, make an honest effort to conform to sanitary regulations.

This opinion was also shared by the inspector, who pointed out that many of the suggestions advanced by the inspectors, when adopted, enable the operator to meet the requirements of the department with relatively minor changes in their present procedure. So in addition to their principal duties as inspectors they become councilors to many small business places.

New Hampshire is becoming HEALTH (Continued on Page Nine)

First Application In For August Beauty Contest

The Chamber of Commerce announced today that it has received its first application for the Miss Hampton Beach Beauty contest to be held during Carnival Week in August.

The attractive blond Miss is Carole Wheeler, 19, of Brookline, Mass., a contestant in last year's beauty pageant. Carole's looks won her the title of "Miss Saleslady of New England" in a contest sponsored by a Women's Apparel club of Boston. During the summer month's Carole is employed at a tea room on the beach.

The Chamber of Commerce announces that it has plenty of application blanks for any girls that feel their charms qualify them for a contest whose sole requirements are pulchritude.

60-70,000 FLOCK TO BEACH SATURDAY

Thousands of people sought refuge from the heat over the weekend here with police reporting bumper-to-bumper traffic two miles long along Ocean boulevard.

Chief of Police John Malek estimated that there were sixty to seventy thousand people on the ocean front during Saturday.

Lamie's Tavern

HAMPTON CENTER

FAMOUS FOR FINE OLD NEW ENGLAND COOKING

Breakfast A La Carte

Luncheon Specials \$1.00 up

Dinners \$1.50 up

Your vacation won't be complete until you have dined at this famous Hampton Restaurant.

Tel. Hampton 616 For Reservations

AIR CONDITIONED FOR YOUR COMFORT

OPEN 7 A. M. to 11:45 P. M. DAILY

"That Fascinating Store"

20% to 50% Off

Semi-Annual

CLEARANCE

of Selected Groups of

California Sportswear

Blouses - Skirts - Dresses

and Accessories

The Band Box

32 PLEASANT STREET

NEWBURYPORT

BUSHWAY GRILLE

BREAKFASTS 9 - 11 DINNERS 11:30 - 3:00 SUPPERS 5 - 9

CURB SERVICE 4 P. M. to 12

BILL KENNEDY, Proprietor

North Shore Opposite The Coast Guard Station



Deep Sea Fishing Trips

TWICE DAILY

8:00 A. M. - 12:00 TEL. 503 1:30 - 5:30 P. M.

Lines and Bait Furnished — Open May 10 - October 2

ROW BOATS FOR RENT — FREE PARKING

Smith and Gilmore — Hampton Beach

Vacation Wear-about's

Planned for a **HAPPY HOLIDAY**

SMARTEST SUITS OF THE SEASON
— — READY FOR ACTION

In the mood to be a little saucy or do you prefer to be a siren on the beach? You can "figure" on our swim suits to play up to your every mood . . . whether you sit or swim.

MISSES' and WOMEN'S \$5.95 to \$10.95
CHILDREN'S \$1.98 to \$3.98

FOOTWEAR

FOSTER'S

TEL. 2030 HAMPTON CENTER

MT. WASHINGTON SEES SUN'S FIRST RAYS

Proud citizens of New Hampshire were amazed and amused while visiting Maine this summer to hear that an argument was raging there as to whether the sun's first rays in the morning hit Mt. Katahdin or another peak in the Pine Tree State.

The State Planning and Development reports there is plenty of authority for its claims that first rays of the sun to hit the Americas are picked up on Mt. Washington's 6,288 foot crest. Mt. Washington is the highest peak in Northeastern North America and taller by several hundred feet than any elevation in Maine.

HAVE YOU HEARD?

That Charles B. and Susan J. have been going steady for at least a month.

That the cute blonde who stayed at the "Juneville" last week was Betty Ann of Key West, Fla.

That Barbara S. is arranging Buzze's hours so they'll both work the same shift.

That Irene of Dunfe's and Joan of Elsie's are the best liked girls at Hampton.

That June M. and Anne F. are visiting the beach in August?

Dunny's Market

GROCERIES
MEATS - FISH
CLAMS - LOBSTERS
Tel. 2308

Open Year 'Round

FELLOWS AVE. OPP. "P" ST.

At North Beach It's
YANKEE BUOY
Sea Grille

Featuring
FRIED CLAMS AND COMPLETE SHORE DINNERS

Breakfast at 8 A. M.
Dinners 'Til 9 P. M.

Ocean Blvd. — North Beach
Opposite Coast Guard Sta.

B I N G O

Every Thurs.
Night
8:00
OUAM Hall
Lafayette Rd.
Seabrook

20 Party Game 20
Door Prizes
Special Games
Auspices
Gov. Weare
Associates

Every Sat.
Night
8:00
Fire Station
Collins Street
Seabrook

30 Party Game 30
Door Prizes
Special Games
Auspices
Seabrook Firemen's
Association

THE BEACHCOMBER

Incorporating the Hampton Beach Advertiser

A Vacation Digest of all the new information for the summer visitors

Published
Wednesdays, June 24 to August 24

By The
HAMPTON PUBLISHING COMPANY
Hampton, New Hampshire

For Advertising Rates in this Paper
Telephone Hampton 655

Communications and Items from readers are welcome at all times.



BARBIZON SLIPS
\$2.55 2 for \$5.00

Body contour slips in a lace trimmed style. In white.
Sizes 12 to 20, 38 to 44 and 14 1/2 to 26 1/2.



BATHING SUITS
\$3.00

Women's all cotton bathing suits now on sale. Assorted prints to choose from. In sizes small, medium and large.



CORDUROY RAINCOATS
\$14.95

An All-American favorite — this coat of corduroy that can weather storms and remain a fashion coat in its own right. Surprisingly light to wear, with rayon lining. The most lived-in coat in a college or career girl's wardrobe. Assorted shades in sizes 8 to 18.

RAYON JERSEY PAJAMAS
\$3.95

Blue and aqua in sizes 36 to 40. Shorty pajamas in navy and rose, sizes 34 to 38 only.

WHITE JEWELRY
\$.48 plus tax

A new shipment of the white summer jewelry that so many of you have been asking for. Earrings, necklaces and bracelets to match your every costume.

CARDIGANS
\$3.95

100 percent woolen cardigans for now and for fall. In hunter green, purple, tan, heather, white, blue, silver, navy, wine, and jockey red. Sizes 34-40.

SEAMLESS MESH HOSE
\$2.98

Hose by Alba. 400 needle, 15 denier. Colors — Twinkle, and Melody. Sizes 8 1/2 to 11.

BATHING SUITS
\$5.00

Children's bathing suits on sale. Cotton and elasticized suits in solids and prints. Sizes 3-6x and 8-14. Were \$1.59 to \$2.98 now only

RENGO CORSETRY
\$4.50

Mesh combinations with or without inner belt. Just right for summer weather. Sizes 34-46.

CHILDREN'S BEACH ROBES
\$2.98 to \$3.95

Terry cloth beach robes in white, lime and maize. Sizes 6 to 8.

PLAYTEX LATEX PILLOWS
\$5.95

Extra plump
\$7.95

HAT BOXES
\$3.95 — \$4.95 — \$6.95 plus tax

LEATHER BILLFOLDS
\$1.00 plus tax

So cool — so crisp — so easy-to-sew — our newly arrived materials in every color that is wonderful under the sun.

Dan Revere Chambray
\$.98 yard

Belding Rayon
\$.89 yard
choose from ten colors

A.B.C. Percale
\$.59 yard
In solids, stripes and prints.

H. W. PRAY CO.

Telephone 548 71 - 75 State Street AIR CONDITIONED FOR YOUR COMFORT
Newburyport, Mass.

The owner of a tote-winning ticket for \$1,600, found at a New Zealand, racecourse, was located and paid.

The Chesterfield Hotel



Mrs. Bertha Kelley, Prop.
C STREET - TEL. 2504
Rooms from \$2.00 up
Adjacent to Beach, Restaurants,
and Amusements

Obituary

Haskill T. Lundgren of Manchester, vacationing at 3 N St. Hampton Beach, died early Friday morning.
Dr. Wendell P. Clare, county medical referee, called by Hampton police, said the cause of death was coronary thrombosis.

YARN GIFTS
The Dan-Allen Shop
HAND-MADE GIFTS
Atlantic Ave. No. Hampton
"Bernat" Trio
Sock Pack
Argyles - Plaids - Blocks
Crochet Cotton
Stamped Goods
Crestwick Greeting Cards
MON-FRI 10 A.M. TO 5 P.M.
CLOSED SATURDAYS & SUNDAYS

Frankfurters are among products now banned from import by Venezuela, Caracas reports.

The Netherlands has reduced its corporate tax rates slightly. The Hague reports.

Standish Gift Shop
Largest and Finest in New England
Ocean Blvd., at A Street

Margaret M. Junkins
CANDY SHOP

EVERYBODY LIKES KISSES
ONLY 60c LB.

OCEAN BOULEVARD

Established 1920 — Candies Mailed

Tonight thru Saturday, July 25

Billy Eckstine

plus ALL STAR SHOW

Opening Sunday, July 26 For One Week

DOROTHY COLLINS

SINGING STAR OF LUCKY STRIKE "HIT PARADE"

THE Frolics
at
SALISBURY BEACH
2 SHOWS
NITELY and
SUNDAY 9 & 11:30
NO COVER OR
MINIMUM
ROUTES
1 and 1A
FOR RESERVATIONS: PHONE NEWBURYPORT 250

SALISBURY DRIVE-IN ROUTE 1-A BEACH RD.

Tel. Newburyport 2410W

Wednesday, Thursday, Friday, Saturday July 22-23-24-25

DEAN MARTIN and JERRY LEWIS
"SCARED STIFF"

ROBERT CLARKE — CATHERINE McLEOD
"SWORD OF VENUS"

Sunday, Monday, Tuesday July 26-27-28

RITA HAYWORTH — STEWART GRANGER
CHARLES LAUGHTON
"SALOME"
Color by Technicolor

JOHNNY WEISMULLER as Jungle Jim in
"SAVAGE MUTINY"

Wednesday, Thursday, Friday, Saturday July 29-30-31 Aug. 1

BURT LANCASTER — VIRGINIA MAYO
"SOUTH SEA WOMAN"

BRODERICK CRAWFORD — BARBARA HALE
"LAST OF THE COMANCHES"

Marsh Avenue LAUNDERETTE

Roland and Doris Bragg, Proprietors

PLENTY OF FREE PARKING

Foot of N Street — Tel. 585

156 Marsh Ave. Hampton Beach

Donovan & Fallon Drugs

CAMERAS LOANED
FREE

MARION LEE'S

THIS WEEK

SKY BLUE TONES
FOR DRESS OR FORMAL

Ocean Blvd at North Shore Hotel

Hampton Beach

Phone 692

MARSH AVENUE BARBER SHOP
Marsh Ave., Opposite P Street
"The Family Barber Shop"
Open Every Day 8-8 Sunday 9-1
Charles DeNichols Tel. 2214

COVER PICTURE

It was back in 1897 that the first cars of Exeter-Hampton Beach Railway began running at Hampton Beach. Two years later the Casino was built and in 1901 the Ocean House was constructed. Eventually the streetcar line connected up with Haverhill, Salisbury and Amesbury and before it went out of existence it was called the Exeter-Hampton-Amesbury Street Railway. Traffic problem-wise, it looks as if the old days were the best. Photo reproduction by the Colt Studio, Hampton.

Dinner Reservations
Suggested for
Boar's Head Inn

"NOT NEAR THE OCEAN, BUT ON IT"

12:30 - 2:30 6:00 - 8:00

TEL. 911

White Rock Grocery

HOME MADE DONUTS
FRESH DAILY

Cor. River and Concord Sts.

OUR OWN HOME BAKERY

Evelyn & Paul

King's Highway & 3rd St.

Emily's Beauty Salon

Specializing in hair cutting and styling, including the new lamp cut. Permanent Waving.

Telephone 415
353 Ocean Blvd. Hampton

DEEP SEA FISHING

Art-Mar

\$2.25 Per Person

No Tickets Sold

Pay On Boat

LEAVE STATE PIER

DAILY 8 a. m. & 1:30 p. m.

Capt. Arthur L. Greene

11 N St. Hampton Beach

Tel. Hampton 2020

MATT'S NEW SUPER MARKET

At busy B St., next to 5 & 10c Store

ATTENTION MEAT TROUBLERS . . . Housewives when you have heart trouble you go to a heart specialist . . . Eye trouble an eye specialist, feet trouble a foot specialist . . . when meat is the trouble "MATT", after specializing in meats for 45 years is proud to assist you !!! The Store For Hampton Beach .

SPECIAL PRICES TO HOTELS AND RESTAURANTS

PLENTY OF FREE PARKING AT FOOT OF B ST.

BUTTER FRESH CREAMERY **69c lb.**

| | | |
|--|---|--|
| Short Shank SMOKED SHOULDER 49c lb. | Sugar Cured LEAN BACON 69c lb. | Pre-Cooked BONELESS HAM 99c lb. |
|--|---|--|

FRESH FISH RECEIVED DAILY

| | | |
|---|---|--|
| Fresh Ground LEAN BEEF 49c lb. | Oven or Pot BONELESS CHUCK ROAST 59c lb. | Strictly Fresh NATIVE LARGE EGGS 79c doz. |
|---|---|--|

FREESTONE PEACHES 3 CANS
IN HEAVY SYRUP \$1.00

STORE HOURS

Monday thru Saturday 7 AM to 9 PM, Sunday 7 AM to 6 PM

AVARD'S of NASHUA

Formerly *Campion's*

At Hampton Beach Casino

MEN'S CLOTHING - FURNISHINGS - BEACH WEAR

NATIONALLY KNOWN BRANDS

CLOTHING

KUPPENHEIMER
TIMELY CLOTHES
DON RICHARDS
GLENWICK

SHIRTS

ARROW
HATHAWAY

SPORTSWEAR

McGREGOR
HATHAWAY
ARROW
PENDLETON

RAINWEAR

ALLIGATOR
BARACUTA

Sport Slacks and Trousers — Palm Beach, McGregor, Botany, Don Richards. Wash slacks and Kast Iron Chino trousers.

Mary Annette BEAUTY SALON
Tel. 2145
Hotel Delancey
Highland Ave. Ocean Blvd.

KENMORE
Fountain and Grille
BREAKFASTS
LUNCHEONS - SNACKS
F Street Opposite Casino

GIFTLAND
Headquarters
For
Headwear
GIFTS - NOVELTIES
SOUVENIRS
Ocean Boulevard at C Street

North Shore Jewelry Shop
"C" Street
Seth Thomas Watches
WATCH REPAIRING
— Immediate Service
— Repairs tested Electronically
— GIFT ITEMS —
"Something Different in Ceramics"
COLONIAL GIFT SHOP LINE

PLAYLAND

BEEN DEEP SEA
FISHING - YET?
Trips twice daily — 8 A. M. and 1:30 P. M.
Also Tuna Trips and Charter Parties
AL GAURON
State Pier Tel. 2469

High Tides
COAST GUARD STATION

| | | |
|-----------|----------|------|
| THURSDAY | 8:30 am | 6.8 |
| July 23 | 8:45 pm | 8.7 |
| FRIDAY | 9:30 am | 7.2 |
| July 24 | 9:45 am | 9.2 |
| SATURDAY | 10:15 am | 7.7 |
| July 25 | 10:30 pm | 9.6 |
| SUNDAY | 11:00 am | 8.2 |
| July 26 | 11:15 pm | 9.9 |
| MONDAY | 11:45 am | 8.7 |
| July 27 | | 10.1 |
| TUESDAY | 12:15 am | |
| July 28 | 12:30 pm | 9.1 |
| WEDNESDAY | 1:00 am | 10.1 |
| July 29 | 1:30 pm | 9.8 |

HAVE YOU HEARD?
Susan J. is making a hit with the boys at the Beach?
Billy H. has an eye on Alice K., but does she know it? Wonder who the other eye is on?
Could it be that last year's romance between Mike O. and Carol R. wasn't temporary?

Dave S. has been hitting it off nicely with Barbara C. Mike M. wishes he could step into Dave's shoes. Don't worry Mike, they might be too big anyhow.
That the girl at Randall's with the pretty smile is Joan B. of Manchester.

That the girls at the Juneville are all asking, "Who Thew What and When?"

Groceries At Supermarket Prices
Evelyn & Paul
King's Highway & 3rd St.

BICYCLING
Over 75 Bikes — Many New
Regular - 3 Speed - Tandem
Lites for Nites
Trikes and Autos for Tots



BOWLING
8 Good Alleys
Candle and Duck Pins
New approaches and balls
Good pins and pinboys

BILLIARDS OPEN SUNDAYS
"In The Penthouse"
Fluorescent Lighting
7 New Brunswick Tables
Well Ventilated
OPEN
Weekdays, 10 am to Mid.
Sundays 1 pm to Mid.

FERNCROFT
Recreation Center
A STREET

"STANDAWAY" TEE SHIRT —
And you'll stand head and shoulders above the crowd.
\$4.95

Buy it at
DUDLEY'S
On the Boardwalk At the Beach

HAVE YOU HEARD?
That Janice B. is running after new man (sorry Rance).

HEALTH —
(Continued from Page Three)

BUZZELL'S
KISSES - FUDGE - KORN
The oldest Candy Shop on Hampton Beach
ESTABLISHED 1917
We also feature
Candy Cupboard Candy

MRS. NELSON'S CANDY
HAMPTON BEACH
Real Salt Water Taffy 65c LB.
Fruit and Nut Filled Kisses 70c LB.
Peanut Butter Kisses 70c LB.
Delicious Caramel Corn 25c bag 50c and 80c boxes
Nelson's Famous Home Made Fudge 90c LB.
SEE IT MADE ON THE OCEAN BOULEVARD
Two Doors from H. Johnson's

widely known as a vacation state and the rapid growth of the sea-coast area in particular presents a challenge to the operators in that section to provide the facilities that will enable them to keep abreast with the demand. They are happy to report that from a health standpoint the health department seems to have the situation well in hand.

HAVE YOU HEARD?
That Bob J. "one of the kandy-kids" took lovely Pat P. "Miss Needham 1953" to the ballroom Monday night. Wow!

What is behind the song Margie the favorite song of someone on this beach?
Susan J. is making out with Johnnie C.! Good Luck Sue!

Maureen D. has been seen flirting her way around the beach! Good luck boys!

JOHN THE BARBER
27 Years at Hampton Beach
Highland Avenue

BINGO
30-GAME PARTY
EVERY THURSDAY
At 8:00 P. M.
LEGION HALL
EXETER ROAD HAMPTON
NO GAME PAYS LESS THAN **\$10** WITH BIG SPECIALS
FREE BUS
Leaves Casino at 7:20, circles beach via Marsh avenue and boulevard. Last stop at Casino at 7:30. Route to Legion Hall via Winnacumnet road. Bus returns same route after game.
PLENTY OF FREE PARKING

pollards OF LOWELL
ON THE BEACH NEXT TO HOWARD JOHNSON'S
come to Pollard's for the largest selection of shorts and fancy pants in all sizes at popular prices.
Madame . . . if it's shorts you want, we have 'em in every size and description available. You'll find short shorts, bloomer shorts, bermuda shorts, treader shorts, and corduroy shorts. Shop Pollard's and **2.98 up** save.

Rainbow Village CABINS
Ideal Location
P Street Tel. 380

HAVE YOU HEARD?
That Bob J. "one of the candy kids" took lovely Pat P. "Miss Needham 1953" to the ballroom Monday night. Wow!
Is one of the boys that work at Donovan & Fallon the reason why

Jan B., Babs S. and Helene B. drop in for a little chat?
Your advice is wanted by Helene O. of where to go on your nite off.
That Midge and Dick are really hitting it off well.

YE COLONIAL INN COFFEE SHOP
Cor. F St. and Ocean Blvd
Open 8 A.M. to Midnight

At the **HAMPTON BEACH Theatres**
CASINO SURF
SHOWS 2:00 7:00 9:00

Thursday, Friday, Saturday July 23 - 25

WAIT'LL YOU SEE THE DANCE THAT SEPARATES THE MEN FROM THE BOYS!
COLUMBIA PICTURES presents
JANE WYMAN RAY ALDO RAY
WYMAN MILLAND RAY
Let's Do It Again!
TECHNICOLOR

Sunday, Monday July 26 - 27

FREDERICK BRISSON presents
Rosalind Russell Paul Douglas Marie Wilson
in **"NEVER WAVE AT A WAC"**

Tuesday, Wednesday July 28 - 29

THE MAN WITH THE NAME THAT NOBODY KNEW!
The Lone Hand
starring **JOEL McCREA**
BARBARA HALE - ALEX NICOLE
COLOR BY TECHNICOLOR

COMING—Esther Williams — "Dangerous When Wet"

Wednesday, Thursday July 22 - 24

The greatest love story you have ever seen
GREGORY PECK · SUSAN HAYWARD · AVA GARDNER
ERNEST HEMINGWAY'S
THE SNOWS OF KILIMANJARO
TECHNICOLOR

Friday, Saturday July 24 - 25

M-G-M
ELIZABETH TAYLOR FERNANDO LAMAS WILLIAM POWELL
THE GIRL WHO HAD EVERYTHING
She won't be the under-world for thrills!

Sunday, Monday, Tuesday July 26 - 27 - 28

TONY CURTIS AND JANET LEIGH
IN **HOUDINI**
COLOR BY TECHNICOLOR
with TORIN THATCHER - Produced by GEORGE PAL
Directed by GEORGE MARSHALL - Screenplay by PHILIP YORDAN
Based on a book by Harold Kellock - A PARAMOUNT PICTURE

HAVE YOU HEARD?
Who are these boys Babs S. and Jan B. have their eyes on?

HAMPTON SUMMER THEATRE
NOW THRU SATURDAY
George Gershwin's "OH KAY!"
JULY 27 - AUG. 1
"SHADOW AND SUBSTANCE"
Wed. Eve. For benefit of the Portsmouth Hospital Guild
Curtain at 8:40
Adm. \$2.40 - \$1.80 - \$1.20
Box Office Tel. 2146
or Jackie's Travel Agency On the Beach

'Oh, Kay' Musical In Second Week At Playhouse

A week of performing "Oh, Kay" the George Gershwin musical of the "roaring twenties" now in its second and final week at the Hampton Summer Theatre, has produced a smoother and much more finished presentation than faced this viewer on the opening night.
The choreography showed marked improvement, which is a credit to the hard work of Donald Marsh. Working with relatively untrained dancers, Marsh has patiently whipped them into shape using simple steps. It gives a much better effect than training them on dances beyond their abilities. The results are smooth and pleasant.
Another solo has been added for Louise Beachner. He sings, "Exactly Like You." Although, this is not part of the original score, it fits easily into the plot — if musical comedies can be said to have

a plot — and the song certainly will bring back memories of the "golden 20's" to those who suffered through this period.
Lucie Lancaster's specialty number, "I Don't Know" brings the house down. It is one of Bea Lillie's songs and Lucie Lancaster's rendition ranks with that of the famous English star.
Jack Evans' "Clap Yo' Hands" number with the chorus has taken on new zing and the dance done by Mary Hutchinson and Donald Marsh has worked out into a well executed bit of choreography.
Acting honors still go to Raymond Johnson. His well-timed humor keeps the laughs rolling while playing "Shorty," the pseudo-butler. James Arenton runs him a close second for his performance as the "Duke".
H.L.P.

NORTH HAMPTON DRIVE-IN THEATRE
NORTH HAMPTON, N. H.
PORTSMOUTH - HAMPTON ROAD
Fri., Sat. July 24-25

DEAN JERRY MARTIN-LEWIS
LIZABETH SCOTT
CARMEN MIRANDA
SCARED STIFF
plus
"POWDER RIVER"
Rory Calhoun - Corinne Calvet
Sun., Mon. July 26-27

THE LADY WANTS MINK
plus
"CARBINE WILLIAMS"
James Stewart-Wendell Corey
Tues., - Thurs. July 28-30

THE DESERT RATS
plus
"BUGS BUNNY REVIEW"

STRAND
NEWBURYPORT THE HOME OF HITS

Now Ends Saturday
Robert Taylor Ava Gardner Howard Keel
in **"RIDE, VAQUERO!"**
(THE BEAUTY AND THE OUTLAW)
Our New Attraction Sunday thru Tuesday

BETTY GRABLE
The **FARMER TAKES A WIFE**
plus
POWDER RIVER
Rory Calhoun Corinne Calvet

Coming Soon
Jane Russell - Marilyn Monroe
"GENTLEMEN PREFER BLONDES"

COLONIAL
TEL. 847
PORTSMOUTH

Now Ends Sat., July 25th
BURT LANCASTER
WARNER BROS. MAYO
SOUTH SEA WOMAN
plus Bobby Locke Golf Novelty Cartoon Comedy in Color
7 Days! Sun., thru Sat. July 26th thru August 1st
Now you can see

SHANE
On our GIANT-SIZED RCA SYNCHRO-SCREEN! the only one of its kind in this area
ALAN LADD · JUAN VAN LADD · ARTHUR · HEFLIN · GEORGE STEVENS
SHANE
BRANDON DE WILDE · JACK PALANCE · BOB JOHNSON · EDGAR WICHAMAN
Prices for this attraction
Adults: All shows All seats 65c
Children under 12 all shows 25c

TRAVEL
THRU BUS SERVICE
Montreal Quebec City
Lowell Worcester Springfield
Boston New York
Airline Steamship
Hotel Reservations
Jackie's Travel Agency
182 Ocean Boulevard
Hampton 2393
Dorothy Cate Jackie Jordon

IOKA DIAL 2222
Theatre EXETER

Friday, Saturday July 24-25
FRED MacMURRAY — VERA RALSTON
"FAIR WINDS TO JAVA"
JOHNNY SHEFFIELD — BARBARA BESTAR
"SAFARI DRUMS"
SATURDAY MATINEE — GIANT KIDDIE SHOW
At 1:00 P. M. Doors Open At 12:30
COME EARLY! AVOID THE RUSH!
East Side Kids in
"MILLION DOLLAR KID"
Cartoon "Heir Bear"
REGULAR PROGRAM FOLLOWS THIS MATINEE

Sunday, Monday July 26-27
BARBARA STANWYCK — CLIFTON WEBB
ROBERT WAGNER
"TITANIC"
Continuous Show Sunday

Tuesday, Wednesday, Thursday July 28-29-30
TONY CURTIS — JANET LEIGH
"HOUDINI"
(In Technicolor)

Information Guide

CHURCH SERVICES
COMMUNITY CHURCH
 (Protestant)
 D Street
 Morning service 10:30 a.m. Guest speaker Rev. Floyd G. Kinsley of Rochester, formerly of Hampton. All are welcome. Ladies' Aid meets Tuesday at 8 p. m.

ST. PATRICK'S
 (Roman Catholic)
 Church Street
 Masses 6, 7, 7:45, 8:30, 9:15, 10, 10:45, 11:30. Confessions heard on Saturday beginning at 7:30 p.m.

ST. TERESA'S — RYE
 Masses 9:30, 10:30.

BAND CONCERTS
 4 Daily — 2:3, 4-5, 7-8, 8:30-9:30.

CAY'S Corner of Ocean Bvd. & K St.
SERVING
 Breakfasts - Lunches
 Dinners - Snacks

Frankfurters Sandwiches Hamburgers

THE MARGUERITE

B Street, Hampton Beach, N. H.
 Formerly of C Street
HAMBURGERS OUR SPECIALTY
 Hot & Cold Drinks
 Open 8:15 A. M. To Midnight

"The House of Good Lobster"

Lobster Pound



AT **HAMPTON HARBOR**

Our Lobsters are the Best and Lobster Meat Quality Unsurpassed

Here at the Lobster Pound is where you can have the lobsters taken out of the water and boiled in seawater — while you watch.

— Visitors Welcome At —

Smith & Gilmore Fishing Pier
 Hampton Beach, N. H. (at the Bridge)
 TELEPHONE HAMPTON 424

FIREWORKS

Every Wednesday — 9:30 p.m.

U. S. POST OFFICE

Hours: 8 a.m. — 6 p.m. Daily

CHAMBER OF COMMERCE

Office hours: 9 a.m. — 9:30 p.m. daily

GOLF COURSES

ABENAQUI, Rye Beach — 6 miles, 18 Hole course. Open to public.

AMESBURY Country Club, Amesbury, Mass., — 15 miles, 9 hole course. Open to public.

EXETER Country Club, Exeter — 11 miles, 9 Hole course. Open to public.

PORTSMOUTH Country Club, Portsmouth — 16 miles, 18 Hole course. Open to public.

MUNICIPAL

Town Officers
 Selectmen: Douglass Hunter, chairman, Harry D. Munsey, Lawrence Hackett. Town Clerk, John Creighton. Tax Collector, John Berry. Office Hours 9-12, 2-5, Monday - Friday. Chief of Police, John

Malek, Chief of Fire Department, George Lamott.

BEACH OFFICERS

Præctict Commissioners: Fred V. Gagne, Charles F. Butler, Seth M. Junkins. Treasurer, Roland Bragg. Chamber of Commerce, President, Raymond L. Goding, Vice President, John Walsh, Treasurer, Ralph T. Harris, Secretary, Charles F. Butler.

RUBBISH COLLECTION

From Mile Bridge to F street, Tuesday and Friday. North Shore Hotel to Nudd Avenue, Wednesday. Have rubbish out and in containers.

TRAVEL AGENCY

Jackie's Travel Agency
 182 Ocean Boulevard
 Dorothy Cate Jackie Jordan
 Hours 8 a.m. — 9 p.m.

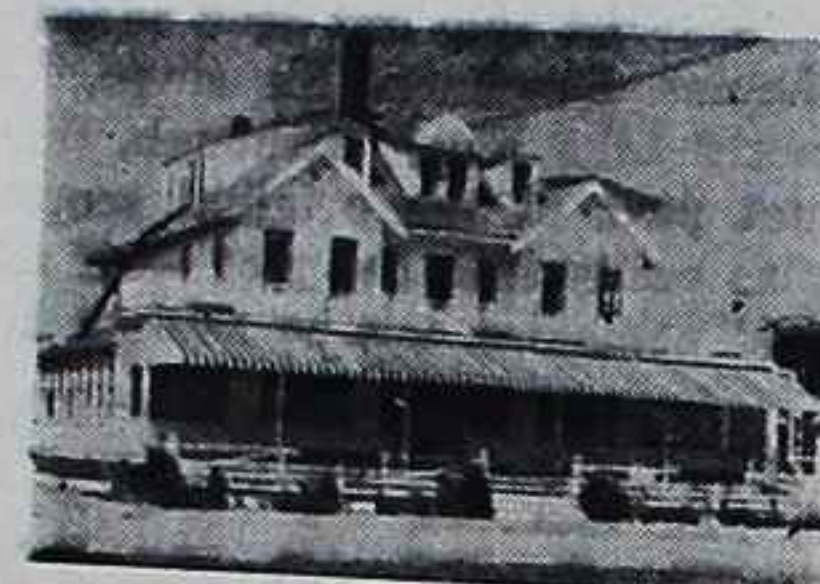
RECONDITIONED BICYCLES \$15

CARL BRAGG
 24 Mill Road, Hampton

HAMPTON BEACH CASINO BARBER SHOP

Featuring **MISS RUTH SAKOVICH**

Joseph Di Prima
 Joseph Pelligrino
 Open 8:00 to 8:00
 Sundays 8:00 to 1:30



THIS WEEK'S STAR GUESTS AT THE

HOTEL ALLEN Billy Eckstine

NOW APPEARING **FROLICS — SALISBURY**

OTHER GUESTS ARE:

Mr. Bernie Ebbins, Mr. Bobby Tucker, Mr. George Duvinreo, Mr. Sid Bokko. Other guests: Miss Audrey Fyall, Miss Laurel Rigley, Miss Margaret Patten, Miss Elva Campbell, Mr. and Mrs. Stewart, Mr. and Mrs. J. Glendinning, Mrs. T. Hallowate, Mr. and Mrs. George Davids, Miss Virginia Adams, Mr. and Mrs. Jack Ireland, Canon and Mrs. Ireland, Mr. and Mrs. John Smith, Mr. William Dyer, Mrs. and Misses Mercier, Miss A. Milley, Miss Reuther, Miss M. Dreen, Mr. and Mrs. Mangiocotti, Mr. and Mrs. William Davis, Mr. Alan Smith, Miss Phyllis Lepier, Miss Winnifred Edwards, Mr. and Mrs. Waywell, Mr. and Mrs. Firth, Mr. and Mrs. Wilson, Miss Shirley Wilton, Mr. and Mrs. Lewis, Miss Joyce Donoghly, Miss J. Champion Mrs. Curtis and Son, Miss Dorothy Miss Dixon, Mr. and Mrs. Norman Christie, Mr. and Mrs. Norcott, Miss Eileen Whitehouse, Miss Norma, Mr. and Mrs. Alex Smith Mr. William Donahue and Mr. Ken Genier.

ENJOY A DAY AT



HAMPTON BEACH STATE PARK

Plan a trip to the seashore . . . soak up the glorious sun . . . and swim the exhilarating Atlantic waves! Our clean, modern bath house, one of the finest anywhere, has spacious open air dressing courts with private booths and showers. Our picnic area, secluded in the sand dunes, has tables, charcoal grills, tennis courts, horseshoe pit and shuffleboard. Everyone in your family will enjoy themselves at Hampton Beach State Park this summer!

Square Dancing Under The Stars Every Friday Nite

Located on U. S. Route 1A, on South end of Hampton Beach
 STATE OF N. H. — RECREATION DIVISION

SHOP IN HISTORIC EXETER, N. H.

Located only nine miles from the Beach, Exeter is your most convenient vacation shopping center. Modern stores and centrally located free parking feature the Exeter shopping district. Take Rte. 101-C at Hampton Center.

SPAULDING'S

Greeting Cards

Gifts & Toys

Costume Jewelry

167 Water Street

Exeter

For the Best For Less

Shop at Your

Western Auto Associates Stores

Full line of Sporting and Camping Equipment
 Including inflatables and beach goods.

137 Water Street

Exeter

AL FERRON, OWNER

TEL. 2731

S. S. Pierce Associate

Fruits

Groceries

Vegetables

L. P. CRESPI

166 Water Street

Exeter

WE CARRY A COMPLETE LINE OF

Swim Suits by

Jantzen
 Catalina
 Sea Mold

Underwear by

Barbizon
 Vanity Fair
 Blue Swan

JUNIOR, MISSES AND HALF SIZE DRESSES

For the best selection shop at

THE WOMEN'S SHOP

Exeter

MOODY'S BIG MID SUMMER



STARTING FRIDAY, JULY 24th

Men's Short Sleeve Sport Shirts

99c ea

Ladies' Play Shoes

1.97 & 2.59

Children's Sandals

1.37 & 1.97

Men's Dress Shoes

4.99

Men's Dress Pants

3.29

Boys' Sweat Shirts

97c

MANY OTHER OUTSTANDING VALUES

MOODY'S

133 Water Street

Exeter

OPEN FRIDAY EVENINGS 'TIL 9:00
 Closed Wednesday Afternoons

Make the most of your vacation dollars!

Shop in Young's at Exeter

HOUSEWARES — We handle the largest assortment of housewares and gadgets north of Boston.

APPLIANCES — All well known brands
 Hot Plates from — \$3.95 to \$12.95
 Electric Toasters — \$3.15 to \$27.95
 New and Used Refrigerators

GIFTS — An unusual assortment of gift items for one and all.

SPORTING GOODS — A complete line of deep sea fishing tackle, life jackets, beach balls, frogmen sets, plastic and canvas pools, beach umbrellas, etc.

Canvas - Wood - or Steel Chairs
 \$3.49 to \$7.95

YOUNG HARDWARE

Water Street

Exeter

HAVE YOU HEARD?
That a certain Shirley has received a friendship ring from Tim?

**Cameracraft
Shop Inc.**

Dealers of the finest Cameras and Photographic Supplies made.

- KODAK — ANSCO
- GRAFLEX — LINHOF
- LEICA — ZEISS
- ROLLEIFLEX — ARGUS
- BELL & HOWELL
- BOLEX — REVERE
- KEYSTONE — DUPONT
- SYLVANIA
- GENERAL ELECTRIC
- and many others

Come and shop in the most complete photographic store in the area.

88 Fleet St., Portsmouth
Tel. 4016

PARKING —

(Continued from Page Three)

areas and will have complete charge of the personnel and checking the daily receipts, which will be deposited with Town Treasurer Norman Merrill each day under the new system.

The Selectmen also made it clear that all employees and attendants were given the opportunity to remain under the new system and it is expected that there will be little change in personnel.

The inauguration of the new registering system was made in accordance with a vote of the townspeople at the annual Town Meeting last March which authorized the installation of a system similar to that employed by the state in like areas.

HAVE YOU HEARD?

Ellen and Tony are sure missed by all the folks on Island path.

Rumor has it that Mary Jane and Maureen met "The One."

OUR PRICES CAN'T BE BEAT ON THE BEACH!

Evelyn & Paul
King's Highway & 3rd St.

HAVE YOU HEARD?

That Tim McM. and Shirley G. are really playing it cool at the Renwood.

Gail of Mash avenue sure put Elsa Maxwell on par with her anniversary party for Mon and Dad. It was "ultra."

The railroad linking Waterford and Tramore, Eire, 100 years old, is being dieselized.

Dr. L. M. Salden

Optometrist
Complete Visual Service
Telephone 395
HAMPTON CENTER

DR. LOUIS B. WINKLER

Dentist
570 Lafayette Rd.
1-5 Mile above Lamie's
HAMPTON CENTER
TEL. 2368

Phone 3830

Dr. Wm. A. Doyle

CHIROPODIST - PODIATRIST
Over Woolworth Building
Congress St. Portsmouth

CASINO BEAUTY SHOP
Experienced Hair Stylists
Oldest Established Beauty Shop on the Beach
RENEE BULGER BODE
Hours 9-9 Tel. 2547

Harbor Grille

SERVING EXCELLENT FOOD

Breakfasts
Lunches
Dinners

OPEN 7 A. M. to 9 P. M.

Ocean Boulevard
Hampton Beach

NEAR TOLL BRIDGE

Ray F. Lufkin

WATCH & CLOCK REPAIRING

OPEN YEAR 'ROUND
40 YEARS EXPERIENCE
HAMPTON CENTER

Corner of Lafayette Rd. and High Street
TEL. 2457

CASINO MARKET, INC.

OCEAN BLVD. HAMPTON BEACH

You can always park in front or on F street while you do your shopping. Welcome Canadians — Bienvenue Canadiens.
POUR LE MEILLEUR VENEZ AU CASINO MARKET.
VIANDES — FRUITS — EPICERIES ET PATISSERIES.

For consistently higher values and lower prices shop the Casino Market. We represent the S. S. Pierce Co., in this area.

| MEAT DEPARTMENT | GROCERY SPECIALS | FRUITS and VEGETABLES |
|---------------------------|--------------------------------|------------------------------|
| Hamburg Steak 48c | Large Box Oxydol 27c | Summer Squash 4c |
| Mincd Ham 48c | Lb. Can Crisco 35c | 10 Lb. Bag Potatoes 29c |
| Spring Leg of Lamb 58c | Toilet Paper Waldorf A Roll 6c | Large Juicy Ripe Peaches 19c |
| Colonial Brand Franks 38c | | |

OUR HOME MADE DONUTS

MADE ESPECIALLY FOR YOU

No Lard — No Oil, Fresh Clear Shortening

PLAIN DONUTS

COOKED THREE TIMES A DAY

Special 38c Dozen

BEANO

EVERY TUESDAY NIGHT

EXETER TOWN HALL

Games Start at 7:45

Free Buses Leave the Beach at 7:00

o'clock — Hampton at 7:15

JACKPOT GAME



Way Out In Front
with a
"DAILY DOUBLE"

18-20 PLEASANT ST. — NEWBURYPORT, MASS.

Many at almost
1/2 Price!

A NAME FOUND ONLY IN
BETTER MEN'S SHOPS



SPORT SHIRTS

Sure-Fire Winners at only

\$ 2.98

(Values run \$3.98, \$4.98 and \$5.98!)

Imported Gingham
Nylon and Acetates
Rayon Flannels
Gabardines

ALL FIRST QUALITY

Many Made For This Coming Fall Season.
Two-Pointed Flap or Button-thru Pockets.
Two-Button Cuff Adjustment.
Spread, Semi-Spread or Mitre Collars.
All in Popular Fall Styling and Colors.



At Portsmouth's Leading Department Store

ALL YOU NEED FOR A PERFECTLY

Wonderful Vacation

New Life Bras

BY FORMFIT

Elevate...

Separate...

Rejuvenate

Steep plunge, bold bare-back, modest cover-up—whatever look fashion and fancy dictate—Formfit's Life Bras mold your curves to the high, naturally rounded lines you've always wanted... with heavenly action-free comfort! Life Bras fit you not only for bust size and cup size, but also for degree of separation. They *elevate, separate, rejuvenate.* Choose yours from our galaxy of lovely styles to flatter every figure!



LIFE BRAS from \$1.75 to \$3.00

GEORGE B. FRENCH CO.
37 MARKET STREET
PORTSMOUTH

The Beachcomber



VOL. XXVI., NO. 6

Incorporating The Hampton Beach Advocate

WEDNESDAY, JULY 29, 1953

FREE DISTRIBUTION



Increase In Weekend Traffic Reported